

PATENTS

UNITED STATES PATENT AND TRADEMARK OFFICE

Application:	09/465,730	Examiner:	Alvarez, Raquel
Filed:	May 17, 2000	Art Unit:	3622
Inventor:	Hunter, et al.	Atty Ref.:	0108020-0533877
Title:	SYSTEM AND METHOD PERMITTING MERCHANTS TO USE ELECTRONIC BILLBOARD DISPLAYS TO CARRY ADVERTISEMENTS FOR PRODUCTS THAT CAN BE PURCHASED THROUGH A UNIVERSAL AUTOMATED ORDER PROCESSING SYSTEM		

RESPONSE

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action mailed on 01/11/2008, please consider the following remarks:

Remarks begin on page 2 of this paper.